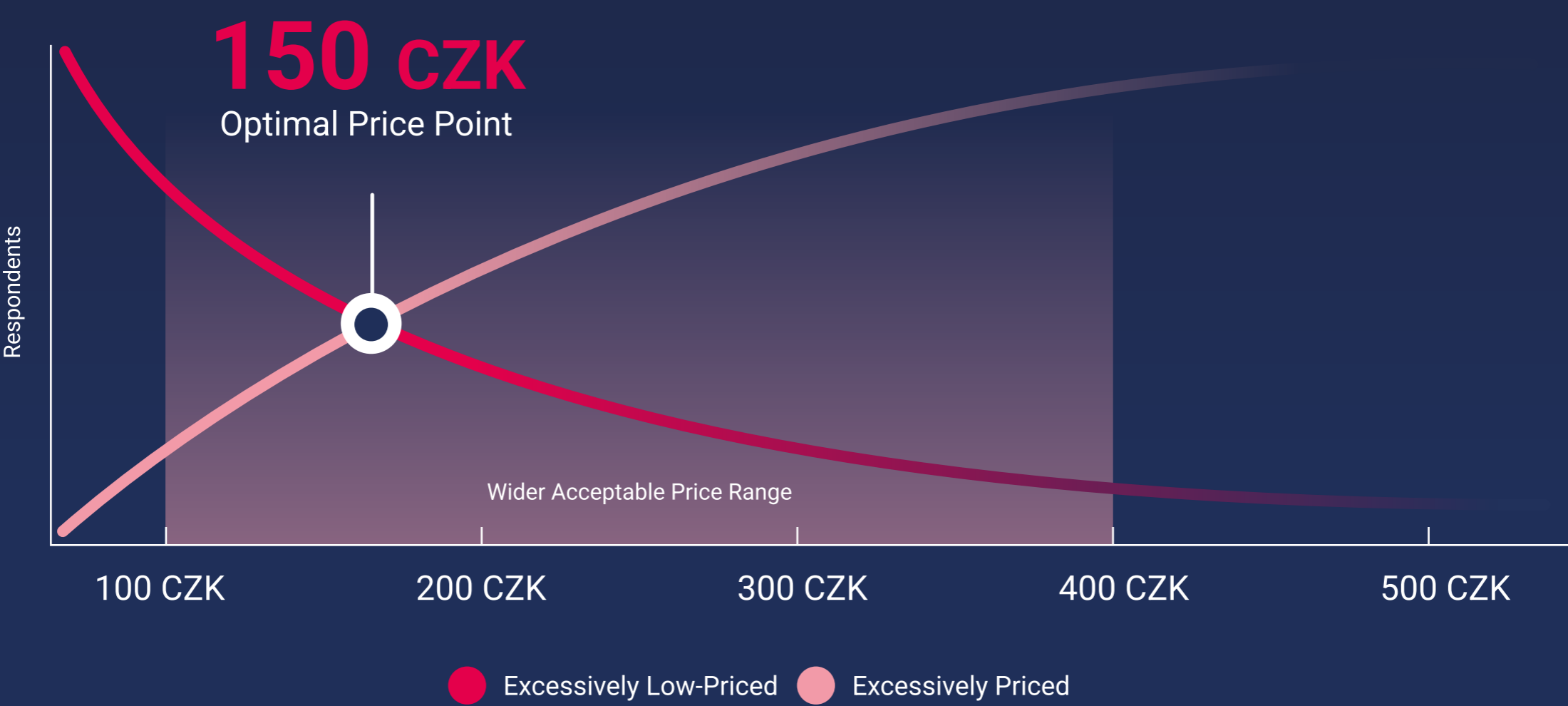


Pay-TV Prices Keep Rising, Some Viewers Stick With Free-to-Air Broadcasting



How Much Would Current Free-to-Air Viewers Be Willing to Pay If They Switched to Pay-TV? **



* They Access TV via Satellite, Cable, or IPTV Operators and Make Payments Directly to Their Pay-TV Provider
** They Watch Free-To-Air TV Channels

DATA COLLECTION: ResSOLUTION, April 2025, July 2025, CAWI; RESPONDENTS: Czech National Panel, 4 051 respondents, Online Population Aged 15–69